LEO BURNETT COMPANY, *Inc.*

Ad No. 493—Req. No. S1402—1 page—B&W—9 x 12¼ inches—NATD Coordinator, 1971 (A)

Printed in U.S.A.

JMB 11615—A—1-7-71

In 1970 you helped increase our sales by 10%. This is *the 15th consecutive year we've shown a sales increase.* Philip Morris continues to pace the industry with the fastest growing brands in America. Here are some specific figures:

Marlboro 100's	Up 25%
Marlboro	Up 17%
Benson & Hedges 100's	Up 12%
Virginia Slims	Up 13%

In addition to your help, many factors have contributed to this continued consumer demand. The advertising support behind each of the brands is of major importance. A few of the advertisements are reproduced on the *five following pages.*

Grow with the leader and be part of our 1971 success story.

Source: https://www.industrydocuments.ucsf.edu/docs/yhgn0003